

## April 2018

## 口腔清洁 - China

“技术、产品宣称和包装创新都带动了成熟市场和以电动牙刷和抗过敏牙膏为代表的新型产品市场的持续发展；新型产品以电动牙刷和抗过敏牙膏为代表。狮王和花王等小众品牌的效果突出，竞争力与日俱增，为大品牌带来了挑战。”

## March 2018

## Oral Hygiene - China

“Innovation in technology, product claims and packaging is driving both mature and newer product types such as electric toothbrushes and toothpaste for sensitive teeth, to continuously grow. Niche brands like Lion and Kao become more competitive and are posing challenges to big players by impressing consumers with good results.” ...

## 美容零售 - China

“提供定制款产品被视为大势所趋，尤其值得实体店留意。此举可以帮助实体店赢回流失的客户，打造不同于线上渠道的差异优势。除了价格战外，在线渠道还应该利用AR（增强现实）试妆等新科技带来更便捷的购物流程。”

— 金乔颖，研究副总监

## 皮肤管理 - China

“轻微的皮肤状况对中国消费者而言似乎无关紧要。大多数人不会采用专门的产品或药品来处理皮肤问题。为扩大消费者基数及使用频率，药妆产品可以定位为维持肌肤健康的全面性产品，又或是针对不良生活方式（如高压生活、睡眠不足等）等造成肌肤问题的主因。”

## February 2018

## Managing Skin Conditions - China

“Minor skin conditions seem to be no big deal for Chinese consumers. The majority of them don't bother to use specialised products or take medicines to treat their skin conditions. In order to broaden consumer base and usage frequencies, cosmeceuticals need to promote more preventative usage by positioning as a ...

## 洗发护发产品 - China

“洗发水和护发素的高端化其实为头发护理产品的发展带来威胁。市场上带有进阶宣称如头皮护理、滋养、香熏疗法等的洗发水有增无减，消费者可能也就不觉得需要再使用额外产品。品牌需要赋予头发护理产品更独特的价值主

## Beauty Retailing - China

“Providing personalised designed products is perceived as an upcoming trend, and is especially an area needing most attention in bricks-and-mortar stores. This approach can help to win back lapsed offline buyers and differentiate from online offerings. Online channels should explore beyond price competition by incorporating new techniques such as AR ...

张，例如利用沙龙或护肤概念所带来的感官体验，或与特定使用时机做连结，像是可于吹干头发前使用，好让消费者觉得该产品有使用必要。"

— 李玉梅，研究分析师

### January 2018

#### Haircare - China

"The premiumisation of shampoos and conditioners actually poses threats to the development of hair treatment products. With more and more shampoos including advanced claims such as scalp care, nourishing or aromatherapy, consumers may feel no need to employ extra products. Brands need to make more efforts to give hair treatment ...